

What is claimed is:

1 1. A method comprising:
2 in response to each instance of communication between a
3 contact center and a customer of the contact center regarding at least one
4 matter, creating for that instance in a storage medium a contact record
5 including information about the at least one matter;
6 further in response to each said instance, determining whether
7 an individual said matter is a matter of an existing communication
8 comprising at least one prior communication instance between the
9 customer and the contact center;
10 in response to determining that the individual matter of the
11 instance is not a matter of any said existing communication, creating for
12 that communication in the storage medium a communication record
13 corresponding to the individual matter of the customer and including
14 information about said individual matter, and linking the contact record
15 with the communication record; and
16 in response to determining that the individual matter of the
17 instance is a matter of a said existing communication, linking the contact
18 record with the communication record.

1 2. The method of claim 1 further comprising:
2 using the information in the communication record which is
3 linked to the contact record for the instance to service that instance; and
4 including information derived from servicing the instance in the
5 contact record for that instance.

1 3. The method of claim 2 further comprising:
2 including information derived from the contact record for that
3 instance in the communication record which is linked to the contact record

4 for that instance.

1 4. The method of claim 1 wherein:
2 creating a contact record comprises
3 creating a data entry having a unique contact identifier;
4 creating a communication record comprises
5 creating a data entry having a unique communication identifier;
6 and
7 linking comprises
8 creating a data entry containing the contact identifier and the
9 communication identifier.

1 5. An apparatus that performs the method of one of claims 1-4.

1 6. A computer-readable medium containing instructions which
2 when executed in a computer, cause the computer to perform the method
3 of one of claims 1-4.

1 7. An apparatus comprising:
2 a storage medium;
3 means responsive to each instance of communication between
4 a contact center and a customer of the contact center regarding at least
5 one matter, for creating for that instance in the storage medium a contact
6 record including information about the at least one matter;
7 means responsive to each said instance, for determining
8 whether an individual said matter is a matter of an existing communication
9 comprising at least one prior communication instance between the
10 customer and the contact center;
11 means responsive to a determination that the individual matter
12 of the instance is not a matter of any said existing communication, for
13 creating for that communication in the storage medium a communication

14 record corresponding to the individual matter of the customer and
15 including information about said individual matter and for linking the
16 contact record with the communication record, and responsive to a
17 determination that the individual matter of the instance is not a matter of a
18 said existing communication, for linking the contact record with the
19 communication record.

1 8. The apparatus of claim 7 further comprising:
2 means for using the information in the communication record
3 which is linked to the contact record for the instance to service that
4 instance; and
5 means for including information derived from servicing the
6 instance in the contact record for that instance.

1 9. The apparatus of claim 8 further comprising:
2 means for including information derived from the contact record
3 for that instance in the communication record which is linked to the contact
4 record for that instance.

1 10. The apparatus of claim 7 wherein:
2 the contact record comprises a data entry having a unique
3 contact identifier;
4 the communication record comprises a data entry having a
5 unique communication identifier; and
6 the means for creating and linking comprises
7 means for creating a data entry containing the contact identifier
8 and the communication identifier to link the communication record with the
9 contact record.

1 11. An apparatus comprising:
2 a storage medium for storing

3 a plurality of contact records, each representing a different
4 instance of communication between a contact center and a customer of
5 the contact center regarding at least one matter and including information
6 about the at least one matter, and

7 a plurality of communication records, each corresponding to a
8 different one of a plurality of matters of the customer, including said at
9 least one matter, each communication record being linked to each contact
10 record of the plurality of contact records that corresponds to same said
11 matter as the communication record, and including information about said
12 matter; and

13 means connected to the data storage and responsive to
14 instances of communication between the customer and the call center for
15 generating and linking corresponding said contact records and
16 communication records.

1 12. The apparatus of claim 11 wherein:

2 the generating means are further for populating each contact
3 record with information about the corresponding contact and populating
4 each communication record with information about the corresponding
5 matter.